

This listing of claims will replace all prior versions, and listings, of claims in the application.

**Listing of Claims:**

1. (currently amended) A system to generate and deliver concentric user-targeted content to participating users comprising;  
one or more data stores having data representative of participating user profile information and/or data representative of participating user content usage information;  
a content data store, said content data store having various content for display to participating users; and  
at least one ~~set of instructions, said~~ instruction set cooperating with said one or more data stores ~~first, second, and~~ content data stores,  
wherein said at least one instruction set operates on data from said ~~first and second~~ one or more data stores to generate at least one preference for a ~~said~~ participating user,  
wherein said at least one instruction set further operates on said generated at least one preference to obtain a range of concentric content from said content data store such that said range of content is correlated in varying degrees to said generated at least one preference for said participating user.
2. (currently amended) The system as recited in claim 1, wherein said profile information is inputted by said participating user for storage on said one or more ~~first~~ data stores.
3. (original) The system as recited in claim 2, wherein said profile information comprises demographic and/or preference information for said participating user.
4. (original) The system as recited in claim 1, wherein said usage information comprises current and historical usage information.
5. (currently amended) The system as recited in claim 1, wherein said at least one instruction set implements ~~comprises~~ at least one matching algorithm, said at least one matching algorithm accepting as input said data from said one or more ~~first and second~~ data stores and generating said at least one preference.

6. (currently amended) The system as recited in claim 5, wherein said at least one instruction set implements a further ~~comprises a second~~ matching algorithm, ~~said second algorithm~~ accepting said at least one preference and said content from said content data store as input to generate said range of concentric content.
7. (currently amended) The system as recited in claim 1, wherein said range of concentric content comprises at least two ~~one to infinity number of~~ differing content offerings.
8. (original) The system as recited in claim 7, wherein said differing content offerings differ from each other on a graduated basis.
9. (original) The system as recited in claim 8, wherein said varying degrees are based on said content usage information.
10. (currently amended) The system as recited in claim 7 ~~4~~, wherein said range of concentric content comprises three differing concentric content offerings, said differing concentric content offerings differing from each other on a graduated basis.
11. (currently amended) The system as recited in claim 1, wherein said one or more data stores ~~first, second,~~ and content data store ~~stores~~ operate in a computing environment.
12. (currently amended) The system as recited in claim 11, wherein said at least one instruction set comprises a computing application.
13. (original) The system as recited in claim 12, wherein said range of concentric content is delivered to participating users over a communications network.
14. (currently amended) The system as recited in claim 13, wherein said communications network comprises any of a wireless LAN, a fixed wire LAN, a wireless WAN, a fixed wire WAN, a wireless intranet, a fixed wire intranet, a wireless extranet, a fixed wire extranet, a wireless peer-to-peer communications network, a fixed wire peer-to-peer communications network, ~~the wireless Internet,~~ and the Internet.

15. (original) The system as recited in claim 13, wherein said range of concentric content is displayable in electronic display panes.

16. (original) The system as recited in claim 15, wherein said electronic display panes are part of a content browser computing application.

17. (currently amended) A computer implemented method to generate concentric user-targeted content for a participating user, comprising the steps of:

receiving user data from one or more data stores having data indicative of participating user profile information and/or data indicative of participating user content usage information;

receiving content from at least one content data store;

generating at least one preference for said participating user based on said user data;

and

matching said at least one preference with said content ~~from data store~~ to generate ~~said a~~ range of concentric user-targeted content that is matched to said generated at least one preference for said participating user with varying degrees of certainty.

18. (currently amended) The method as recited in claim 17 further comprising the step of:

distributing said range of ~~differing~~ concentric user-targeted content to said participating user ~~users~~ over a cooperating communications network.

19. (currently amended) The method as recited in claim 17, wherein said matching ~~generating~~ step comprises the step of:

applying at least one matching algorithm to said at least one preference and said content.

20. (original) The method as recited in claim 17, further comprising the step of:

communicating with at least one content partner to obtain additional content for use when generating said range of concentric content.

21. (original) A computer readable medium having computer readable instructions to perform the method as recited in claim 17.

22. (currently amended) A method to generate and deliver concentric user-targeted content comprising the acts of:

providing one or more data stores having data indicative of participating user profile information and/or data indicative of participating user content usage information;

providing a content data store, said content data store having content from at least one content service provider; and

providing a computing application, said computing application cooperating with said ~~first, second, one or more data stores~~ and content data ~~store stores~~ to generate preferences from said profile information and said content usage information, wherein said computing application processes said preferences along with said content to determine ~~ascertain~~ a range of concentric user-targeted content, said range of concentric user-targeted content including content levels differing ~~from each other~~ on a graduated basis; and

delivering said generated range of concentric user-targeted content to a participating user ~~users~~ over a communications network, said communications network cooperating with said computing application.

23. (original) The method as recited in claim 22, wherein said providing said content data store step further comprises cooperating with at least one content partner to obtain said content.